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EDITORIAL NOTES.

The *Journal of the American Medical Association* is indeed to be highly complimented upon the manner in which it has re-

WILLIAM
WOOD & CO.

plied to the malevolent attacks upon the Association and upon the *Journal* by William Wood & Co., through their publication, the *Medical Record*. To those of us who know the far-reaching influence of the nostrum business and its direct influence upon such publications as the *Record*, as well as to those who read carefully Mr. Adams' articles in *Collier's Weekly* and his disclosures of the manner in which the Proprietary Association of America had secured full control of the press by means of the "red clause," the attacks of the *Record* and of other so-called "medical" journals upon the A. M. A. were easily explained. Nevertheless, it was a surprise to see such a house as that of William Wood & Co., which owes its success and its wealth entirely to the better class of medical men, the class that read good journals and good books, directly attacking, and in such a patently foolish way, the organization of that very class. One would have supposed that purely commercial reasons would have led William Wood & Co., no matter how much they might dislike the present campaign for simple honesty in pharmacology, to keep a discreet silence and not to attack by distorted truth or actual and "infamous libel." Heretofore the medical profession, and very largely the members of the American Medical Association, have given their support to the publishing house of William Wood & Co. Will they continue to do so?

What has this house done for the medical profession with all the money which it has accumulated from us during the past years? Has it undertaken to do even one little thing of the many good works which the American Medical Association is now doing, not alone for its members, but for the entire profession of this country? So far from undertaking to do anything for our profession, has it not gone out of its way to print slanderous abuse, untruth and misstatement about our own Association and its Board of Trustees? Is it not possible that these attacks upon our Association, in the pages of the *Medical Record*, are inspired by disappointed greed? In spite of the fact that the editor of the *Record* is ignorant, officially, that his publication has such things as advertising pages, the animus of these attacks is evidently in the fact that the illegitimate nature of many of the nostrums advertised by the *Record* is being shown up by the Association, and that consequently the day must come when all educated physicians will demand that the journals for which they pay money, shall not participate in these frauds by deriving profit from advertising them in their pages. The *Record* may think that the present fight against fraud, secrecy and dishonesty in the materia medica business is merely a transitory affair; that it will all "blow over" after a bit. It will not. Too many medical men have been educated to what some of the actual conditions of fraud and dishonesty really are to permit of the movement for honesty and truth dying out. Let William Wood & Co. take thought to itself and take heed to where it stands, lest the ground open beneath it.

A short time ago our "esteemed contemporary" of Philadelphia, *American Medicine*, casually referred to San Francisco,

OUR WICKED
SAN FRANCISCO.

editorially, as "the wickedest city in the United States," and incidentally made some very unpleasant remarks about its "wickedness." And this from Philadelphia! Will *American Medicine* please be good enough to tell us wherein our former wickedness mostly lay? Was it because the people were, and thank the good Lord, still are, a pleasure loving, cheerful, high-spirited, care-free lot, taking life easily and not at all with undue seriousness, getting all the fun and the pleasure out of each day that may be wrested from it, and not bothering too much about the other fellow's business or his ancestors, so long as he is a good fellow? Or was the epithet applied because of the existence of those world-famous French restaurants, where liberty was directly, and "respectability" inversely as the altitude? Surely, from Philadelphia, "corrupt and complacent" for so many, many years, some more explicit arraignment should be vouched for denying its own supremacy and designating poor skotched San Francisco as the "wickedest city in the land." Now; if Boston had called San Francisco such an unkind word, we might have smiled and said nothing. But Philadelphia! Ye Gods and little fishes! The heart and brain and solar plexus of the corruption of the most corrupt

State in the Union! We are constrained to believe that Philadelphia was trying to pay a compliment to our bereaved city through *American Medicine*, and let the world know that it desired to share its glory with its stricken—but not fallen—sister.

Is it so very hard to tell the truth; to be just plain, ordinary, simple honest? Is it difficult to avoid lies and deceit and trickery, when dealing with physicians? **IS IT** Are they of such simple mind **HARD?** that, forsooth, it is impossible to keep from gulling them, the temptation being so great? It would certainly seem so. Some four years ago this JOURNAL began to say things about nostrums advertised to the medical profession, and somewhat later urged upon the American Medical Association the necessity for taking some action against the rapidly increasing pest of these deadly cure-alls or sure specifics. Fortunately for our profession, and the safety of our patients, the Association has taken up the work, as you know, through its Council on Pharmacy and Chemistry. Our Publication Committee, in the early days of its existence, thought it knew something of the rottenness of the nostrum or "proprietary" business; in the light of the facts being accumulated by the Council, your Publication Committee seems to have known comparatively nothing. There seems to be hardly a single manufacturer who has not in the past, or does not now stoop to the level of dishonesty, either active or passive, in his dealings with the medical profession. Some simple mixture will be put out under a new and high sounding name, and for it most exaggerated, to say the least, claims will be made. Fooled by these false claims, or by the technology of chemical ingredients of which the physician is necessarily ignorant—and knowingly the manufacturer plays upon this lack of technical knowledge—the stuff is used by physicians when if they but knew the real truth it would have no consideration. What the Council of Pharmacy and Chemistry, what the American Medical Association, what every thinking physician wants, is merely honesty of the homely or "garden" variety. Just plain ordinary truth about the things which we are asked to use and prescribe, and the properties and virtues of these things. Is that asking too much? Is the Association, or its Council, asking too much of the pharmaceutical manufacturers of this country when it asks for the plain, simple truth? Will it pay any manufacturer, in view of the serious manner in which the Association has taken up the work, and will continue it, longer to follow the practices of dishonesty, concealment, fraud and misstatement? Gentlemen, it is all up to you. Will you follow the work of the Council—a work intended solely for your own betterment and your own help—and will you see to it that such frauds as are disclosed by the Council never more receive recognition from you?

Remember our new address, 2210 Jackson Street, San Francisco.

For instance, it is quite probable that you will not find in the approved list of "new and non-official remedies," that delicious-

A SINGLE ly fraudulent and wonderful
ILLUSTRATION. preparation, "satyria." Why?

Well, if the manufacturer ever sends you one of the old pamphlets advertising this stuff, you will find therein something like this:

"Impotency due to any cause whatever, be it orchitis, epididymitis, former gonorrhea, the result of onanism or masturbation, senility or overindulgence, is eliminated by satyria. It is of equal value in gynecologic practice. When the ovaries undergo atrophy and ovulation ceases to be accomplished, with the usual accompaniment of sterility, satyria brings about a restoration of the lost function. In addition to this it prevents further uterine atrophy and in a comparatively short time the uterus regains its former size and physical as well as physiological capacity."

This is almost as interesting and quite as true as the fairy stories about spontaneous generation of life. The next step would naturally be the claim that a little satyria, energetically rubbed into the skin of a dead person would not only restore him to life, but would make a young live man out of an old dead one. We do not believe that there is a physician in the State of California so densely ignorant as to believe this sort of rot, but that there must be some medical men in the country who do believe it, is evidenced by the fact that the "manufacturers" continue to make the stuff and to advertise it.

It is with no small degree of pleasure that we note that the *Texas State Journal of Medicine*, the official journal of the Texas State Medical Society, has taken up a very energetic campaign against the cut-rate fee for life insurance examinations. The claim is being made by the companies that, because of the recent insurance exposures, and consequent legislation, cutting down the amount which may be expended to secure new business—what is called the "expense loading"—they cannot afford to pay more than \$3.00 for a medical examination for a policy of \$1,000.00. Let it be granted that, for the sake of argument, this is true. Then it would naturally follow that the company could afford a fee of \$6.00 for a \$2,000.00 policy; a fee of \$9.00 for a \$3,000.00 policy; a fee of \$12.00 for a \$4,000 policy, etc. This is figuring on the basis which the companies themselves have advanced—an expense loading for medical examination of \$3.00 per thousand. But has any one heard the slightest hint of a whisper from the companies that they would pay such fees—fees which the expense loading permits and which even the new and much required legislation does not interfere with? If any such there be, we should much like to have his name and address. Not at all. You are just a poor doctor, glad to get